

The Invasion of Europe By American Made Merchandise

(BY RUDOLPH CONY,
Former Editor of the Garment Review.)

In writing this article, it is my duty to say that the enthusiasm I put into "American Styles for American Women" prompted my recent four months' journey to Europe, which I described in two articles, published in these columns. In my many and varied investigations I came in contact with the very best merchants and the most progressive business men abroad. This gave me an insight into affairs which I could not have had under other conditions.

In getting around, I could see the possibilities of American goods and varied merchandise getting proper recognition and a large sale, if properly handled and exhibited. I could see the great field and with the proper ideas placed before our manufacturers of merchandise that will stand the test and such articles as are widely advertised in this country, it will be but a short time before we shall see our present export figures appear insignificant with those we see today.

Worthy of Foreign Status.
I dare say that 50 per cent of our American people worship at the shrine of the label marked "Made in Germany," "Austria," or "France," and such other countries which produce certain articles. And yet, when we go abroad, we find the average European enthusiastic and looking to our goods with a reverence little short of enthusiasm. There are no other human beings on earth who know good merchandise and who prize more highly articles that have the proper quality and working qualities than do our cousins in the European countries.

We Americans do not know our own

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An Unusual Character Study of Uncle Sams Representative, John Lind in Mexico



Notable character study of John Lind, President Wilson's personal envoy to Mexico, by Rudolph C. Cony.

It is the character study of a man who has been a part of the life of the United States for many years. John Lind, President Wilson's personal envoy to Mexico, is a man of unusual character. He is a man who has been a part of the life of the United States for many years. He is a man who has been a part of the life of the United States for many years.

Modern men, such as are established in this country are just beginning to be heard abroad. It is slow work for the dealer to establish the reputation of his goods, but when he once places in the market a good article, it is not long before it is known in every corner of the world.

Motor Cars.
Our American automobiles have played such a part in the world since the beginning of the century that it is not surprising to find that the American car is now being sold in every corner of the world. The American car is now being sold in every corner of the world.

Upon personal investigation in several of the largest cities, I found that the local agents for many of our American cars found their difficulty in procuring sufficient cars to supply the demand. No delivery of any car is made within six months from the time it is sold as the demand is beyond the scope of the supply.

We have heard so much of the splendid home and holiday so European countries are wanting and so when we get an opportunity to buy them personally, we avail ourselves of that chance. So the writer had occasion to ask an American consul of one of the largest cities which brand he would suggest. Without reply he immediately called several of his stenographers to his desk and placed the question direct.

And when they finished telling what brands they purchased in the local stores, we had a list of almost every American brand that was advertised with a "six months' guarantee." And furthermore it is just that guarantee that caught the popular fancy over there.

Chewing Gum.
Years ago they considered chewing gum a lack of good breeding and said it reminded them of a cow chewing its cud. And yet today we find every well known American brand prominently displayed in the show windows of drug stores. And while we are on this subject, we may make mention that in every city of Europe, we find "American Drug Stores" which make a specialty of carrying every American brand of soap, perfume and drug or medicine.

Pickles.
Do you remember when they told us there is no one knows how to put up pickles and preserves as did our grandmothers in Europe? That day is long past, for look into any grocery store anywhere abroad and you will find "Heinz 57 Varieties" prominently displayed. More than that, there are several hotels, cafes and restaurants, which mention on their bill of fare that they serve this particular brand. One must not, however, mistake that this is done to catch the fancy of the American traveler. No, the inhabitant over there knows of our pure food laws and is contented in the feeling that he is protected in eating our canned and preserved edibles.

Candies.
Our boxed candies such as "Hilgers," "Lowmeyer" and "Park & Tilford" have the prestige by far, over the home talent in the making of sweets. Our American girls look with

reverence upon a box of candy, but now that they have been to Europe, they find that the European girls look upon a box of candy with the same reverence. The European girls look upon a box of candy with the same reverence.

It is the character study of a man who has been a part of the life of the United States for many years. John Lind, President Wilson's personal envoy to Mexico, is a man of unusual character. He is a man who has been a part of the life of the United States for many years.

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TULSA CAMP SPANISH WAR VETS ORGANIZED

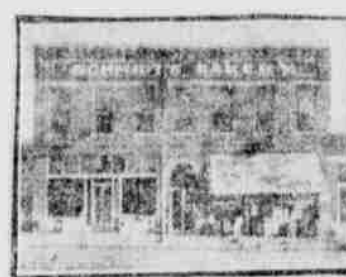
WILL BE FORMALLY MUSTERED INTO NATIONAL ORGANIZATION DECEMBER 11.

Tulsa camp, United Spanish War Veterans, will be formally mustered into the national organization on the night of December 11. This was decided at a meeting of the camp Friday night called for the purpose of arranging a date for this ceremony. The installation will take place in the assembly room of the Commercial club. It will be put on by J. Earl Foster of Chandler, past department commander of Oklahoma. Mr. Foster expects to bring with him representatives of the Chandler and Oklahoma City camps and it is expected that representatives from other camps will be present.

Another preliminary meeting of the camp will be held in the Commercial club room next Thursday night at 8 o'clock. Meanwhile those who have as yet not signified their intention of becoming charter members of the new camp are requested to give their names to J. J. F. Rooney, acting commander, who can be found in the Cuthbertson building at Fourth and Main, or to W. W. Neal, acting adjutant, whose telephone number is 1463.

At the meeting last night, E. E. Lauderback and E. L. Martins were

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